

# A \$40-million bill for baseball

**Price goes up for rights to broadcast the majors despite loss of cigarettes and softer ad economy**

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Any broadcaster who has been negotiating for broadcast rights to major-league baseball doesn't need his wife to remind him that the cost of living is up. He has only to look at the \$40.4 million that will go to the leagues and clubs for 1971 coverage.

This is \$2.6 million more than the adjusted-rights figure of \$37.8 million for last season. NBC alone will pay \$2 million more than it did last year. The network enters the last season of a three-year contract with an escalating clause that calls for \$18 million in 1971.

Paradoxically, this rights rise comes when both stations and networks are having a hard time selling. The lagging economy, the departure of tobacco money and the tendency of other major sports to further overlap the baseball season are but a few of the factors.

While NBC-TV has been happy with its three-year contract with the majors, individual broadcasters handling local radio-TV rights have had a few misgivings. Much of this stems from the multiyear contracts negotiated at a time when the time-sales picture was brighter. At least five of these long-term contracts will be expiring after the 1971 season when baseball and broadcasters may be on a collision course.

At NBC-TV, the network will be marking "paid in full" on the three-year \$52-million national sports package that includes the All-Star Game, the *Game of the Week*, the division playoffs and the World Series.

The lucrative sports package will be on the block next year, but with NBC in a seemingly good position to again pick up the broadcast rights it has held for six years. According to a spokesman with Baseball Commissioner Bowie Kuhn's office, "When you have a good client you do everything you can to keep him."

NBC will televise 25 games of the week on Saturday afternoons starting

April 10 and continuing through Sept. 25. Five additional games will be broadcast on Monday evenings, two more than were carried in prime time last year.

The league championship playoffs will begin Saturday, Oct. 2.

For the first time in baseball TV history, NBC will program a World Series game in prime time. The fourth game of the series will be broadcast Wednesday evening, Oct. 13. The All-Star Game, now a permanent night fixture, will be carried on Tuesday, July 13, from Detroit.

According to an NBC spokesman, the ratings success of the All-Star Game last year, coupled with ABC-TV's good

showing in nighttime football, encouraged the commissioner's office and NBC to commit themselves to more games under the lights and the programming of an evening World Series game.

The All-Star Game, televised on a Tuesday night (July 14) last year, received the highest rating of any sports event programmed in prime time, according to NBC. The national Nielsens gave the telecast a 28.5 rating and a 54 share of the audience.

Veteran announcers Curt Gowdy and Tony Kubek will return to handle play-by-play chores for the nationally televised games. The network has scheduled a 15-minute pregame show, *Baseball Today*, with the announcing team as

## Leading the league pays off on the air

The Cincinnati Reds have found that success begets success.

The team, whose path to glory in 1970 led through a divisional and league championship before ending in the World Series, this season will get a million dollars for broadcast rights, \$400,000 more than it got in 1970.

The club's television exposure will be through WLWT(TV) Cincinnati and a regional TV network, but it has taken a cue from some of the other major-league teams in the packaging of its own radio network.

The measure of this success came last week with announcement that a 60-station network, originated through WLW(AM) Cincinnati, is a complete sellout, the first in six years. Also, 75% of the pregame and postgame shows fed to the network have been sold.

"This is our first year in the broadcast field," said Robert L. Howsam, Reds' executive vice president and gen-



Reds' catcher Johnny Bench

eral manager. "The trend is toward club operation of its own radio network and we feel that with this type of network we can better serve the public and our sponsors."

It was noted that the sellout—involving such clients as Stroh Brewery, Marathon Oil Co., Buick Motor Division, Pepsi-Cola and an array of local advertisers—came despite "a considerable increase in advertising rates and a sluggish economy."

A share of the credit for the Reds' radio operation has been given to John Sollers, who became the club's director of broadcasting last November after 11 years with Taft Broadcasting Co. in Cincinnati.

## American League—East

Team	1971 Rights	1970 Rights	Television	Radio	Sponsors & agencies of games only
Baltimore	\$775,000	\$775,000	WJZ-TV	WBAL 50-75	National Brewing Co. (Doner), Pepsi-Cola Bottling (Allegheny), Equitable Trust Co. (Finn) Tasty Baking (Simmons) and Western Auto Supply (Barickman-Selders) all TV. Radio sponsor line-up not yet available.
Boston	700,000	700,000	WHDH-TV 5	WHDH 47	F&M Schaefer Brewing Co. (BBDO) 1/3 TV; Shawmut Bank (Harold Cabot Adv.) 1/6 TV; Atlantic Refining (NH&S) 1/6 TV; and Boston Herald Traveler (William Houghney Adv.) 1/6 TV; remaining 1/6 TV open. F&M Schaefer (BBDO) 1/3 radio; Shawmut Bank (Harold Cabot) 1/6 radio; Tri S Gas (Tri S Associates) 1/6 radio; Zayers Department Store (Ingalls Associates) 1/6 radio; and Chrysler-Plymouth Dealers of New England (Y&R) 1/6 radio.
Cleveland	800,000	800,000	WJW-TV (network size not set)	WERE 24	Stroh Brewing (Doyle Dane Bernbach) 1/3 WERE and 1/6 on radio network. Other radio sponsors not set. Stroh Brewing (Doyle Dane Bernbach) 4/17 TV; Allstate Insurance (Burnett) 3/34 TV. Other TV unsold.
Detroit	1,200,000	1,100,000	WJBK-TV 7	WJR 24	Pabst Brewing (Kenyon & Eckhardt), five units TV; Sun Oil (Esty) three units TV; Allstate Insurance (Burnett) one unit TV; Personna Blades (Burnett) one unit TV; Pepsi-Cola of Michigan (BBDO) one unit TV. Stroh Brewing (Doyle Dane Bernbach) and Detroit Area Buick Dealers (McCann-Erickson) participating in WJR radio.
New York	1,500,000	1,500,000	WPXI-TV 7	WMCA 30	F&M Schaefer Brewing Co. (BBDO) 1/4 radio; Coca-Cola Co. (McCann-Erickson) 1/8 radio; First National City Bank (BBDO) 1/8 radio; remaining 1/2 radio open. F&M Schaefer (BBDO) 1/4 TV; Coca-Cola Co. (M-E) 1/8 TV; Consolidated Edison (D-F-S) 1/4 TV; Getty Oil Corp. (OKG) 1/8 TV; Nissan Motor Co. for Datsun Cars (Parker Adv.) 1/8 TV; 1/4 TV open.
Washington	466,000	325,000	WTOP-TV	WWDC AM-FM	F&M Schaefer Brewing Co. (BBDO). participating TV, others not set. Radio sponsorships still being negotiated.

## American League—West

California	1,000,000	1,000,000	KTLA(TV)	KMPC 20	Volkswagen Pacific (DDB) 1/4 TV; Anheuser-Busch (Gardner Adv. and D'Arcy) 1/4 TV; Goodyear Tire & Rubber (direct) 1/8 TV; Personna (Burnett) 1/8 TV; Allstate Insurance (Burnett) 1/8 TV; Standard Oil of Calif. (BBDO) 1/4 radio; Anheuser-Busch (Gardner Adv. and D'Arcy) 1/4 radio; Continental Airlines (NH&S) 1/4 radio; Datsun (Parker) 1/4 radio.
Chicago	1,400,000	1,400,000	WFLO-TV	WEAW-FM 10	Radio sponsorships to be sold by individual stations in network. TV sponsorship not set.
Kansas City	400,000	650,000	KMBC-TV 8	KMBZ 38	Schlitz Brewing (Majestic/Burnett) 1/3 TV on KMBC-TV; local sponsors on regional TV network; balance TV to be sold as participations. Schlitz 1/3 all radio; balance radio to be sold as participations.
Milwaukee	600,000	600,000*	WTMJ-TV 7	WTMJ 50	Schlitz Brewing (Majestic/Burnett) 1/3 TV on WTMJ-TV; Oscar Mayer & Co. (J. Walter Thompson) 1/6 TV on WTMJ-TV; regional TV network stations to sell locally. Schlitz and Oscar Mayer to cosponsor all radio.
Minnesota	700,000	700,000	WTCN-TV 17	WCCO 100	Midwest Federal Savings & Loan (M. R. Bolln) 1/3 of TV, 1/3 of WCCO, 1/6 of regional radio network.
Oakland	1,000,000	1,000,000*	KBHK-TV 3	KEST 7	Arco (NH&S) 1/2 radio and TV; Harris & Frank Store and Ernie's Store, TV participations.
A.L. totals	\$10,541,000	\$10,550,000*			

Rights figures are BROADCASTING estimates of net prices to teams, after talent, production and line charges if the team packages its own games. Asterisk following the 1970 figure denotes revised rights estimate. Not included in table is NBC's payment for nationally televised games which this year amount to \$18 million. Originating stations for TV and radio are listed with number of stations in each network.

hosts. No formal postgame program is planned, but NBC indicated that if there is time to fill between the end of a game and the following broadcast, Mr. Kubek will conduct on-the-field interviews with a key game player.

Jim Simpson and Sandy Koufax will also return to call the back-up game, transmitted into the home cities of the team in the national game.

NBC is asking the same price as last year for each commercial minute. Games in the regular-season package are priced at \$32,000 a commercial minute and the World Series at \$90,000 a minute.

According to an NBC spokesman, network salesmen have just begun selling time for baseball and everything is open. He said, however, that NBC expected virtually the same list of advertisers as last year.

Following is a rundown city-by-city of the radio-TV plans of each major-

league club. Pregame and postgame sponsors are included in the capsules; the sponsors of the actual play-by-play are shown in the charts on pages 20 and 21.

### AMERICAN LEAGUE EAST

#### Baltimore Orioles

WJZ-TV Baltimore will again originate TV coverage of the Orioles. Colorcasts will include 52 regular-season games and one exhibition telecast. Of this number, 29 will be carried in prime time, 11 on Sunday. Preceding each broadcast will be a 10-minute *Orioles Warm Up Time*. A flexible time format has been approved for the postgame *Orioles Highlights* program.

On the radio side, WBAL-AM-FM Baltimore will again broadcast all 162 regular-season games in addition to 14

exhibitions. It is expected that a radio network of approximately 50-75 stations throughout the Southeast will be set up although plans have not yet been finalized.

Handling the radio-TV play-by-play and pregame show will be Chuck Thompson, Bill O'Donnell and John Gordon. John Kennelly of WJZ-TV sports will announce the postgame show, while Jim West will handle the radio wrapup.

The TV sponsors signed are National Brewing Co. (Doner), Pepsi-Cola Bottling Co. (Allegheny), Equitable Trust Co. (Finn), Tasty Baking Co. (Simmons) and Western Auto Supply Co. (Barickman-Selders).

#### Boston Red Sox

WHDH-TV Boston will continue as Bos-

ton Red Sox originator, carrying 56 regular-season games, and three exhibition contests, feeding all or part of the schedule to a network of five other New England outlets: WWLP-TV Springfield, Mass.; WPRI-TV Providence, R.I.; WGAN-TV Portland, Me.; WABI-TV Bangor, Me., and WAGM-TV Presque Isle, Me.

A pregame *Red Sox Close-up*, featuring Ken Coleman, WHDH-AM-TV sports director, and Don Gillis, and a post-game show, *Red Sox Wrap-up*, handled by Ned Martin are planned. Sponsor-

ship of both shows is not yet set.

On the radio side, WHDH-AM-FM will carry the entire schedule of 162 regular-season games and 17 exhibition contests and feed them to a network of approximately 47 stations set up by Hughes Sports Network.

*Dugout Interview*, a pregame show handled by Mr. Coleman, will be sponsored equally by Carrier Air Conditioning (N. W. Ayer), Kraft Foods (J. Walter Thompson) and Dutch Boy Paints (Marschalk). A postgame show, *Sports Extra*, will feature John Pesky.

Sponsorship has not been announced.

Again handling the play-by-play, both on radio and TV, will be Messrs. Coleman, Pesky and Martin.

### Cleveland Indians

WERE(AM) Cleveland enters a new three-year agreement and will feed all regular-season games plus a dozen exhibitions (including two mid-season exhibitions) to a regional network of some

## National League—East

Team	1971 Rights	1970 Rights	Television	Radio	Sponsors & agencies of games only
Chicago	\$1,000,000	\$1,000,000	WGN-TV (radio-TV networks being set)	WGN	Schlitz (Burnett), Allstate Insurance (Burnett), Texaco (Benton & Bowles), Zenith Distributors (Intercean) Personna (Burnett) Yellow Pages (Earle Ludgin) Gillette (J. Walter Thompson) and Chicagoland Pontiac Dealers (VanBrunt), all preceding in TV with shares to be determined. Oak Park Federal Savings & Loan (Conner-Sager), G. Heileman Brewing (Campbell-Mithun), Metropolitan Buick Dealers (North), Martin Oil (Petroleum Service Adv.), Vienna Sausage Co. (Marvin Frank) and Karrill's Men's Wear (Greenbaum Adv.), all preceding equal radio sponsors.
Montreal	500,000	450,000	CBC 43	Regional Networks	Bank of Montreal (Spitzer & Mills), MacDonald Tobacco (Ray Toresen Associates), Texaco Canada Ltd. (Ronalds & Reynolds), all participating in radio with some radio still open. O'Keefe Breweries 2/5 TV, Outboard Marines Ltd. 7/100 TV; General Motor Corp. 3/20 TV (Foster Advertising); Texaco, Canada Ltd. (Ronalds & Reynolds), 1/4 TV; Canadian Pacific Railways (McKim-B&B), 1/10 TV; 3/100 still open.
New York	1,250,000	1,250,000	WOR-TV	WJRZ 42	Coca-Cola (McCann-Erickson), Chevron Oil Corp. (BBDO), both radio; remainder of radio still open. Sunoco (Esty), 1/6 TV; Rheingold Breweries (Y&R), 1/4 TV; Coca-Cola Co. (M-E), 2/15 TV; General Cigar (Y&R), 2/15; Chase Manhattan Bank (Ted Bates), 2/15 TV; Chrysler-Plymouth (Y&R), 1/15 TV; Personna Blades (Burnett) 1/15 TV. Remaining time open.
Philadelphia	1,500,000	1,350,000	WPHL-TV 3	WCAU 24	Atlantic Refining (NH&S), 1/3 radio & TV; Schmidt & Sons Beer (Ted Bates), 1/3 radio and TV, and Girard Bank (Lewis & Gilman) 1/9 radio and TV. Remaining 2/9 radio and TV open.
Pittsburgh	450,000	450,000	KDKA-TV	KDKA	Iron City Beer (Ketchum, MacLeod & Grove), Arco (NH&S), Plymouth-Chrysler Dealers Association (Y&R), Pittsburgh Paints Division of Pittsburgh Plate Glass (Thompson & Associates) all radio participations. TV sponsorship not yet set.
St. Louis	600,000	600,000	KSD-TV 19	KMOX 100	Busch Bavarian (Gardner), 1/2 on radio network and 1/2 on KMOX and DX Sunray (Gardner) 1/2 on radio network and 1/2 on KMOX are principal sponsors on extensive list of sponsors, some under special radio plans A and B (see Cardinals capsule). Busch Bavarian, five units TV; DX Sunray, two units TV; Personna (Burnett) two units. TV shares not designated yet for sponsors Allstate Insurance (Burnett), American Airlines (Doyle Dane Bernbach) and Household Finance Corp. (NH&S).

## National League—West

Atlanta	1,000,000	1,000,000	WSB-TV (regional networks being set)	WSB	Sponsor list to be announced.
Cincinnati	1,000,000	600,000	WLWT(TV) 10	WLW 60	Stroh Brewing (Doyle Dane Bernbach), seven units on WLW and radio network; Marathon Oil (Campbell-Ewald), three units on WLW and radio network; Buick Dealers (McCann-Erickson) three units on radio network; Frisch's Big Boy (Rollman), First National Bank of Cincinnati (Northlich-Stolley) and Pepsi-Cola Bottlers (Robert Acorn Adv.) all three units on WLW. Burger Brewing (Midland Adv.) 1/2 TV.
Houston	1,000,000	1,000,000	KTRK-TV 22	KPRC 32	Texaco (Benton & Bowles) 1/2 of radio and TV plus others on combined radio-TV basis.
Los Angeles	1,800,000	1,800,000	KTTV(TV)	KFI 8	Union Oil (Burnett) 1/4 radio; Schlitz Brewing (Burnett) 1/4 radio; Farmer John (MacManus, John & Adams) 1/4 radio; Pacific Telephone (BBDO) 1/4 radio. Union Oil, Schlitz, Farmer John also each take 1/4 TV with Toyota Dealers (Clinton E. Frank) taking last 1/4 TV.
San Diego	710,000	700,000	KCST(TV)	KOGO 3	Fashion Valley Shopping Center (Fashion Valley Merchants Association) 1/12 TV; Allstate Insurance (Burnett) 1/6 TV; rest of TV unsold. Westgate of California, U.S. National Bank (Barnes-Champ), Standard Oil of California (BBDO) and Toyota (Clinton E. Frank) each 1/4 radio with 1/4 radio still unsold.
San Francisco	1,100,000	1,100,000	KTVU-TV	KSFO 14	Standard Oil of Calif. (BBDO) 1/4 radio; Pacific Telephone (BBDO) 1/4 radio; Gillette (Moorgate) 1/4; balance of radio sponsors to have been signed by last week. Union Oil Co. (Burnett) and Personna Blades (Burnett) participating TV sponsors with 1/2 TV open.
<b>N.L. totals</b>	<b>\$11,910,000</b>	<b>\$11,300,000*</b>			
<b>Major league totals</b>	<b>\$22,451,000</b>	<b>\$21,850,000*</b>			



*John E. Haigney (l), president of Rheingold breweries and Thomas W. McMahon Jr., executive vice president of the Chase Manhattan bank, take appropriate note of their renewal of participating sponsorships in broadcasts of the New York Mets (for details, see page 23).*

two dozen stations. Bob Neal of WERE and Herb Score of the Indians are announcers.

Final list of sponsors for 18 commercial minutes (previously 16 units) is not set except for Stroh Brewing (Doyle Dane Bernbach) which will take one-third on WERE and one-sixth on the network.

Household Finance Corp. (Needham, Harper & Steers) is buying a 10-minute pregame *Dugout Interviews* on WERE. The postgame scoreboard show is still open.

WJW-TV Cleveland, in the second year of a three-year pact, will feed 48 games to a small regional network still in the works. So far, Stroh Brewing (Doyle Dane Bernbach) has renewed four-seventeenths and Allstate Insurance (Leo Burnett Co.) has taken one and one-half seventeenths.

Harry Jones and Dave Martin are the TV announcers.

## Detroit Tigers

The Tigers club is in its seventh year of packaging its own TV schedule which this year includes 40 games to be fed by WJBK-TV Detroit. Regional network will include WKZO-TV Kalamazoo-Grand Rapids (owned by Tigers owner John Fetzer), WNEM-TV Bay City-Saginaw-Flint, WJIM-TV Lansing, WWTV-TV Cadillac (Fetzer) and WWUP-TV Sault Ste. Marie (Fetzer), all Michigan stations, plus WSPD-TV Toledo, Ohio. Negotiations for a Fort Wayne, Ind., outlet continue.

TV announcers are George Kell and Larry Osterman. TV package includes 16 commercial minutes; top unit price, \$90,000.

WJR(AM) Detroit is in the first year

of renegotiated agreement now set for five years and will feed a state network of more than two dozen stations for the regular season plus certain preseason games to be determined. Ernie Harwell and Ray Lane are the radio announcers. Household Finance (Needham, Harper & Steers) will take alternate shares of pregame and postgame shows.

## New York Yankees

WPIX-TV New York, Yankee originator since 1948, will carry 96 regular season contests (10 more than last year), and four exhibition games and feed a seven-station regional network in New York, Connecticut and Pennsylvania.

Phil Rizzuto and Frank Messer will continue to handle the play-by-play commentary aided by new announcer Bill White, and on occasion, by Whitey Ford. According to the Yankees, Mr. White is the first black play-by-play announcer in the major leagues.

Radio coverage moved this year, under a four-year contract, from WHN-(AM) New York, to WMCA(AM) there. Station will feed the 162 regular-season games and 18 preseason contests to approximately 30 stations in a regional network in New York, New Jersey, Connecticut and Pennsylvania. Messrs. Rizzuto, Messer and White will handle commentary.

Mr. Messer will be host of a 15-minute pregame and a 10-minute post-game show. Sponsors include Silvercup Bakers Inc. (Leo Baron), Mallory Batteries (Needham, Harper & Steers), Beatrice Foods, Treat-Snacks Division (Chalec & Dreyer), and Olins Rent-A-Car (Richmond Advertising).

## Washington Senators

Despite a disappointing season and the trade of several of its name players, the Senators still have the broadcasters' confidence this year. Returning with a new contract for three years is WTOP-TV Washington, which will provide coverage of 40 games (30 road, 10 in Washington and Baltimore). The only sponsor signed so far, WTOP-TV officials report, is F&M Schaefer Brewing Co., through BBDO. However, station officials anticipate they will be sold out again this year.

TV announcers will be Ray Scott and Warner Wolf who did the Senators games in 1970.

WWDC-AM-FM Washington will carry all 162 regular-season games and 28 exhibitions. This year WWDC will have both a 20-minute pregame and a five-minute postgame broadcast. Johnny Holliday will be host for the pregame show.

Calling the radio play-by-play will be Tony Roberts and the returning Ron Menchine, who will handle the wrap-up. Although no radio sponsors have yet been signed, negotiations are under way.

## AMERICAN LEAGUE WEST

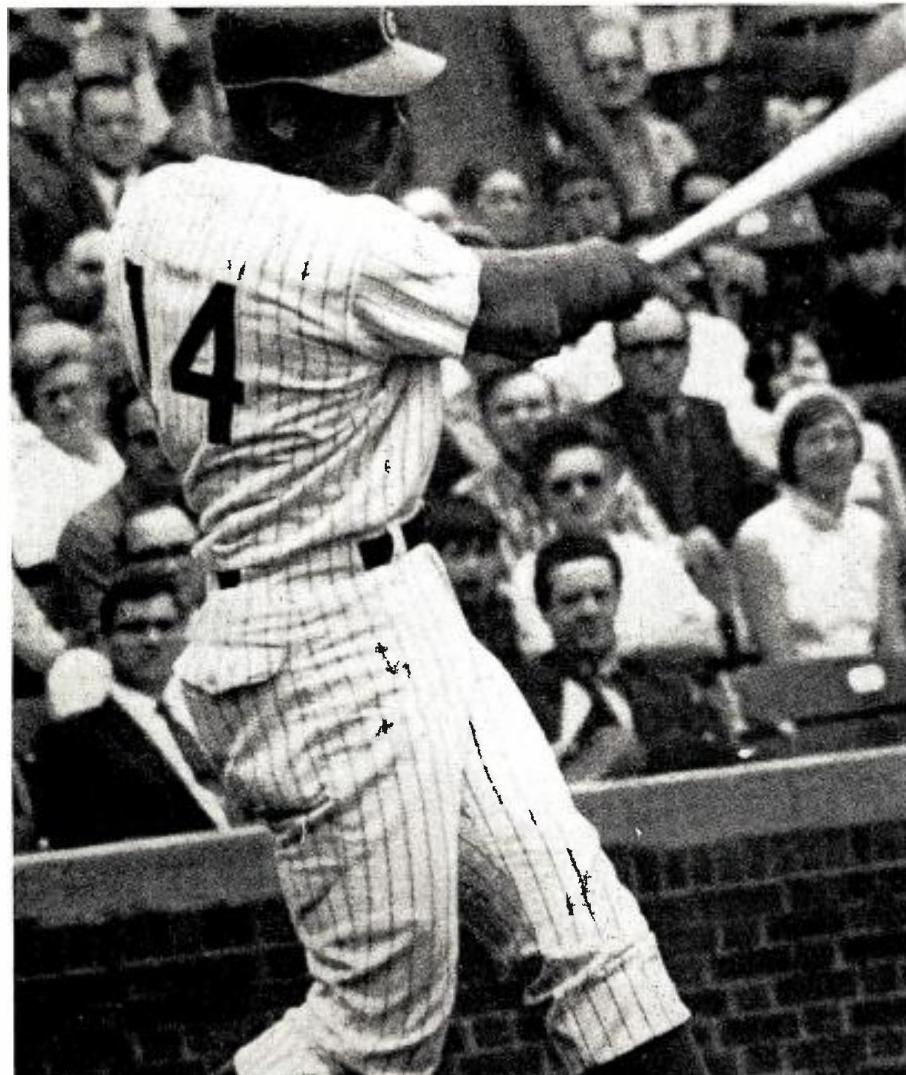
### California Angels

Now in their eighth year of televising Angels' games, KTLA-TV Los Angeles will repeat last year's TV schedule of 30 games. Of these, 25 will be regular season with at least one game originating in every American League city. The five remaining will be preseason games to come from Palm Springs, Calif. Although there is no regional network, KTLA notes its signal carried on CATV systems in Nevada, New Mexico, Arizona and Colorado. Sponsor acceptance of the team has improved over last year, as well. Only one-eighth of the play-by-play remains open.

The *Angel Warmup* and *Angel Wrap-up* TV broadcasts have been two-thirds sold to Household Finance Corp. (direct) and Fuller Paint Co. (Daily and associates).

On the radio side, the full 162-game season and 21 exhibition games are sold out with KMPC(AM) Los Angeles originating for a 20-station network. The pregame and postgame radio sponsors and their agencies will be Vienna Sausage Manufacturing (Marvin H. Frank and Co.), Langendorf American Bakeries (direct) and Gillette Co., Blade Division (Grey-North Advertising and J. Walter Thompson). Sears Roebuck & Co. (Star Advertising), sponsors of the *Angel Hotline* last year, will

**When Ernie Banks lays into one,  
\*429,000 Chicago men lean closer  
to their TV sets.**



When you buy one minute of Cubs' baseball in every game during the regular season, you make 49,248,000 male impressions.

WGN Television has covered more than 3,000 games—and we have another 148 coming up this season.

Source: A. C. Nielsen Baseball Tabulation, 1970. \*Adult males, average weekend.

**WGN IS CHICAGO.**

# Play it by ear



Reach WJR's exclusive outside area audience including the markets of Ann Arbor, Flint, Jackson, Lansing, Toledo with a combined population greater than Minneapolis-St. Paul, Milwaukee, Cincinnati, Atlanta, Kansas City or San Diego\* . . . all cities with major league baseball franchises.

Call your Henry I. Christal rep for more information.

\*Dec. 1970 SRDS

**WJR** / **760**  
CBS DETROIT

return again in 1971.

Nick Enberg and Don Wells will simulcast the play-by-play of the games with Dave Niehaus and Jerry Coleman joining in on the TV broadcasts only.

## Chicago White Sox

WEAW-FM Evanston, Ill., now transmitting from atop Chicago's 100-story John Hancock Bldg., will feed a local suburban network plus regional network totaling at least 10 stations, mostly FM and linked through off-air pickups, for regular season plus a dozen exhibition events. General Finance Corp. (Post-Keyes-Gardner) is giving up its extensive regional Sox network after a number of years as the team finds itself unable to get a major Chicago radio station to carry the games and instead is venturing into its own network.

Radio stations will pay \$25 per game and obtain their own sponsors. Other Chicago-area outlets to carry Sox network include WJOL-FM Joliet, Ill., and WTAQ(AM) LaGrange, Ill. Former St. Louis and Oakland announcer Harry Caray has been signed to do the Sox games, assisted by Ralph Faucher of WTAQ.

On the TV side, WFED-TV Chicago, in fourth year of its five-year agreement at about \$1 million per year, will carry 129 regular-season games. Sponsors are not set. Jack Drees will be the TV announcer with the help of a new assistant, Bud Kelly, formerly with WBBA-AM-FM Chicago and also for the past two years Sox park announcer.

## Kansas City Royals

The experienced packager, Majestic Advertising of Milwaukee, affiliated with Schlitz, is handling the Royals for the third season. The TV package again includes 26 road games and will be fed by KMBC-TV Kansas City to a regional network of nine stations with local sponsors. On KMBC-TV Schlitz (Majestic/Burnett) takes one-third with the rest participations.

The radio package includes the regular season games plus 14 exhibition games and it will be fed by KMBZ(AM) Kansas City to a regional network of 38 stations with Schlitz taking one-third of entire hookup. Remainder will be sold on participation basis.

Announcers for both radio and TV are Buddy Blattner and Dennis Matthews.

## Milwaukee Brewers

Majestic Advertising, Milwaukee, Schlitz-related agency, for second year is pack-

aging broadcast coverage. TV schedule of 26 games (10 home, rest away) will be fed by WTMJ-TV Milwaukee to regional network of seven stations to be sold locally. Sponsors on WTMJ-TV include Schlitz (Majestic/Burnett) for one-third and Oscar Mayer & Co. (J. Walter Thompson Co.) for one-sixth.

The radio schedule includes the regular season games plus 14 exhibitions to be fed to a regional network of about 50 stations by WTMJ(AM) Milwaukee with Schlitz and Mayer cosponsors on the entire hookup.

Pregame and postgame features are sold one-half to Salerno-Megowen Biscuit Co. (Scott & Scott).

Radio-TV announcers are Merle Harmon, Tom Collins and Jim Irwin.

## Minnesota Twins

Midwest Federal Savings & Loan (M. R. Bolin Advertising) is in the second year of a five-year rights agreement for both radio-TV. Midwest will take one-third sponsorship on WCCO(AM) Minneapolis and one-sixth on regional network of about 100 radio stations with the schedule to include the regular season games plus 10 exhibitions.

Midwest also will take one-third on WTCN-TV Minneapolis which will feed a regional TV network of about 17 stations for a package of 50 games. Sponsors buying WTCN-TV get the network as bonus as before. TV announcers include Halsey Hall, Frank Buetel and former Twins player Bob Allison. Radio announcers include Mr. Hall and Herb Carneal.

## Oakland Athletics

KBHK-TV San Francisco will begin its fourth year of telecasting A's games, their next to last in five-year pact with Arco, owner of the broadcast rights in past year as Atlantic Richfield Co. The 25 away games will be half-sponsored by Arco (Needham, Harper and Steers) on a three-station network that also includes KOVR (TV) Stockton-Sacramento, Calif., and KTVN(TV) Reno. Participating sponsors in the play-by-play include Harris and Frank, a regional clothing store, and Ernie's beverage stores in the pregame show.

An agreement for the radio coverage was concluded Feb. 11 with the A's games to originate this year from KEST(AM) San Francisco, formerly KSOL(AM), and be carried on a seven-station network. Games last year were carried by KNBR(AM) San Francisco. Arco will sponsor one-half of the radio broadcast. No arrangements have yet been made

for pregame and postgame shows by KEST but they do expect to program them. All 162 regular season games and 29 exhibitions will be broadcast. Monte Moore, Red Rush and Bob Elson handle the announcing chores on both radio and television.

## NATIONAL LEAGUE EAST

### Chicago Cubs

WGN-AM-TV Chicago is negotiating a new long-term agreement and again plans to originate regional radio-TV networks, extent of which is not final. WGN will air the regular-season schedule plus 10 exhibition games and the slate is sold out.

Radio announcer will be Vince Lloyd with Lou Boudreau, named last year to baseball's Hall of Fame, handling color. Pregame *Lead Off Man* will be sponsored by O'Connor & Goldberg Shoes (Bud Solk Associates) and Seno & Sons (Solk). A postgame scoreboard show will be shared by Continental Airlines (Needham, Harper & Steers) and AAMCO automatic transmissions (Rosenthal).

WGN-TV will telecast 148 games with Jack Brickhouse announcing and with an assistant to be named.

### Montreal Expos

The Canadian Broadcasting Corp., Montreal Expo TV originator since the team's inception in 1969, will carry 22 contests this year, one over last year's total, and feed them to a 43-station line-up in nine of Canada's 10 provinces. Eighteen of the games will be broadcast in both French and English and four in French only.

Dave Van Horne and former Los Angeles Dodger Don Drysdale will handle the play-by-play on the English side and Guy Faron and Jean Pierre Roy will broadcast in French. CBC said it expects to originate pregame and postgame shows but specific plans are not yet complete.

Four new English-language radio stations and four new French-language stations will pick up the feeds of 162 regular season and two exhibition contests of the Expos. CHAM(AM) Hamilton, Ont., was dropped from the English line-up and CKFH(AM) Toronto, CJBQ(AM) Belleville, CKLB(AM) Oshawa, all Ontario, and CKTS(AM) Sherbrooke, Que., have been added. Returning to the English line-up are: WEAV-AM-FM Pittsburgh, WIGS-AM-FM Gouverneur, and WPDM-AM-FM Potsdam, all New York; CFCE(AM) Montreal, CKPM Ottawa, and CKSL London, both Ontario. New French-language stations, all in



To Orioles Brooks Robinson and Mike Cuellar this was the moment of final triumph on Oct. 15, 1970, as Baltimore became the world champions. To radio and television, it was the last on-field action that broadcasting covered during a six-month season for which it paid

an estimated \$37.8 million. This year the total is expected to rise to \$40.4 million. But to the victor does not always belong the spoils: World Series loser Cincinnati wound up with a substantial rise in radio-TV rights that now exceeds the Orioles' figures (see pages 22-33).

Quebec, are CGFT Alma, CFLM La Tuque, CFDA Victoriaville, CKSM Shawinigan. Returning to the French station line-up are CKLM Montreal, CJMT Chicoutimi, CKJL St. Jerome, CHEF Granby, CJLM Joliette and CJSO Sorel, all Quebec.

Handling English commentary will be Mr. Van Horne and Russ Taylor. Jean Paul Ray and Jean Paul Sarraut will broadcast in French. Two pregame shows, a 5-minute *Gene Mauch Show* and a 10-minute *On Deck Circle* are planned as well as two postgame programs, a 10-minute *Dug-Out Show* and a 10-minute *Postgame Scoreboard*.

## New York Mets

WOT-TV New York will carry 117 regular-season games of the New York Mets, 75 home contests and 42 away games, as well as three exhibition games. There will be no regional network. Play-by-play action will again be called on radio and TV by Ralph Kiner, Lindsay Nelson and Bob Murphy. A 15-minute pregame TV show, with a host soon to be announced, will be broadcast before 45 weekend contests, and a 15-minute postgame program, *Kiner's Corner* will return as a Mets feature with Mr. Kiner as host.

Sponsorship for the two programs is practically sold out with Household Finance Corp., through its house agency, and the New York State Racing Association, through McCann-Erickson, buying participations.

WJRZ(AM) Hackensack, N.J., in the final year of a five-year radio contract, will broadcast 162 regular games, 27 exhibition contests, and the *Mayor's Trophy* game from Shea Stadium, against the New York Yankees for

charity, Sept. 9. WJRZ will feed the games to a 42-station network—an increase of 10 over last year's line-up—in New England and the Mid-Atlantic states. A 20-minute pregame program and a 15-minute postgame show, *Mets Hotline*, will be featured on the station with host Bob Brown. Sponsorship is nearly sold out. New York outlets WGLI(AM) Babylon, N.Y., has lined up Barry Lander for a pregame and a postgame program and WNBC-FM New York, will have sportscaster Marv Albert doing a pregame and postgame show.

## Philadelphia Phillies

The Philadelphia Phillies will telecast this year on a UHF station, WPHL-TV Philadelphia, ending a 21-year association with WFIL-TV Philadelphia, a VHF.

WPHL-TV will telecast 68 regular-season games, 53 on the road, along with two exhibition contests. Schedule will be fed to a network of three other Pennsylvania outlets: WGAL-TV Lancaster, WLYH-TV Lancaster-Lebanon and WNEP-TV Scranton-Wilkes Barre.

A pregame show, handled by Harry Kalas and Richie Ashburn, and a post-game show, featuring Al Meltzer, are planned. Sponsors have not been announced. Play-by-play will be handled by Byrum Samm and Messrs. Kalas and Ashburn, on both radio and TV.

For the fourth consecutive year, WCAU(AM) Philadelphia will carry a full schedule of 162 regular season Phillies games, half of which are on the road, and 20 exhibitions. They will be fed to a 24-station network in Delaware, New Jersey and Pennsylvania. Pregame and postgame shows are tentative.

## Pittsburgh Pirates

Returning to cover the Pirates for the 16th consecutive year will be KDKA-AM-TV Pittsburgh. A total of 38 color telecasts, 19 in prime time will be telecast from Pittsburgh's new Three Rivers Stadium. A TV pregame show is planned, with details to be released later. Nellie King and Bob Prince will return to do the play-by-play. Sponsors for the telecasts are still being negotiated.

KDKA will carry the 162 regular-season games and 15 exhibition broadcasts from Florida. Regular-season broadcasts will be preceded and followed by 10-minute shows.

## St. Louis Cardinals

KMOX(AM) St. Louis again is feeding 20 preseason games plus regular season to a regional radio network of about 100 stations packaged by the club and rights owner, Anheuser-Busch, which through Gardner Advertising, for Busch Bavarian Beer takes one-half sponsorship on the network and one-third on KMOX. DX Sunray (Gardner) takes one-sixth on KMOX and one-third on the network. Equally sharing remainder on network are Krey Packing (D'Arcy), Six Flags over Mid-America (Winus-Brandon) (family entertainment center) and STP Products (Media Services). Other sponsors on KMOX signed for A and B plans (81 games in each plan, 18 minute units per game) include General Finance (Post-Keyes-Gardner), six units in a plan; Mercantile Trust (D'Arcy), four units in B plan, and Stix, Baer & Fuller department store (Grand Leader), three units on B plan. Rest are participations. (On KMOX local plans, Busch takes six units A and B, DX takes three units A and B.)

KSD-TV St. Louis again will feed 25 regular-season games plus one preseason event to a regional network of 19 TV stations. On the network and KSD-TV Busch Bavarian takes five units of 20 commercial minutes available while DX Sunray takes two units and Personna Blades (Burnett) takes two units. Sponsors on KSD-TV with shares not set include Allstate Insurance (Burnett), American Airlines (Doyle Dane Bernbach) and Household Finance Corp. (NH&S).

Pregame and postgame features are being fed to the network for local sponsorships.

Announcers for both radio and TV are Jack Buck and Jim Woods.

## NATIONAL LEAGUE WEST

### Atlanta Braves

For the sixth straight year WSB-AM-TV Atlanta will provide coverage for the Braves' regular-season and exhibition games. Colorcasts of 10 prime-time games and 10 Sunday afternoon contests will feed a five-state regional network.

No pregame or postgame programs are planned and a spring training film report will be the only preseason extra offered.

Milo Hamilton and Ernie Johnson will return as announcers for the season's activities.

WSB will carry all of the 62 regular season games and 10 exhibitions.

The Braves handle all game and media details on their own, packaging advertisers and using WSB stations as originating outlets.

### Cincinnati Reds

WLW(AM) Cincinnati will be key station for a regional radio network of about 60 stations being packaged this season for the first time by the Reds team.

The schedule includes the regular season plus 15 exhibitions with 19 commercial minutes per game.

Radio announcers will be Al Michaels and former Reds' pitcher Joe Nuxhall.

Avco's WLWT(TV) Cincinnati starts the first year of a new three-year TV rights agreement with the Reds and will feed a network package of 34 regular season games plus one exhibition game to a regional line-up of 10 stations including Avco's other three TV stations in the area. Announcers are not set.

### Houston Astros

The Astros will continue to package the broadcast coverage for their games on regional radio-TV networks in the Southwest through the Houston Sports Association, subsidiary.

The TV schedule will include 14 road games to be fed by KTRK-TV Houston to a network of 22 stations. KDTV(TV) Dallas will assist with remote hookups.

The radio schedule includes 18 exhibition games plus regular-season games with KPRC(AM) Houston feeding a network of 32 stations.

Radio-TV announcers will be Gene Elston, Loel Passe and a third man to be named. Sponsors, who get both radio-TV as single buy, include Texaco (Benton & Bowles) for one-third of the game coverage and Coca-Cola

(McCann-Erickson) for one-half of pregame and postgame features. A Schlitz (Majestic/Burnett) representative said the beer is renewing one-third in the games but the Astros reported no agreement set.

### Los Angeles Dodgers

The gold in the western hills is also being discovered in a valley known as Chavez Ravine, home of the Los Angeles Dodgers. Team officials report that the entire package of broadcast rights remains at last year's figure of \$1.8 million.

KFI(AM) Los Angeles will again carry the radio broadcasts originating from an eight-station network in California, Arizona and Nevada. In addition to the 162 regular season games, KFI will also broadcast 28 preseason games from Florida, Arizona and Los Angeles. Toyota dealers (Clinton E. Frank) and Pepsi-Cola bottlers (Brown, Clarke and Elkus) share sponsorship of the pre-game show while Toyota and Knudsen Creameries (Grey) sponsor the post-game wrapup.

While the Dodgers' traditional rivals, the San Francisco Giants, dominate the television schedule, KTTV (TV) Los Angeles plans broadcasts of Dodger road games from every other National League city except Houston. Although there is no TV network, it is possible a TV station in Bakersfield, Calif., may pick up the games this year.

Vin Scully and Jerry Doggett have signed new contracts to continue as the Dodger announcers on both radio and television. For KTTV, this is the 13th year of Dodger coverage while KFI marks its 12th year in 1971.

### San Diego Padres

KCST(TV) San Diego UHF outlet and KOGO(AM) there begin their second and third year, respectively, of covering the Padres.

KCST will carry 20 games, 10 each from Los Angeles and San Francisco on nine dates. The poor performance of the team last year is being felt in sales this year. KCST reports that only two sponsors have signed for the games, Fashion Valley Shopping Center (Fashion Valley Merchants Association), 1/12, and Allstate Insurance (Leo Burnett), one-sixth. The remainder of the time is still open. Both the pregame and postgame shows are as yet unsponsored.

On the radio side, the Padres executives report only one-quarter left unsold.

The radio games will also be carried on KICO(AM) Calexico, Calif., and KBLU(AM) Yuma, Ariz.

TV announcers have not been deter-

# WE COVER NORTHERN CALIFORNIA LIKE WILLIE MAYS COVERS CENTER FIELD.



# KTVU WHERE GIANT FANS ROOT, ROOT, ROOT FOR THE HOME TEAM.

2  
KTVU

San Francisco/Oakland Television  
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A Communications Service of  
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mined but Jerry Gross and Duke Snider return to do the games on radio.

## San Francisco Giants

KSFO(AM) starts its 14th consecutive year of Giant baseball broadcasts this year and the only thing missing from last year will be Russ Hodges, who moves over to TV exclusively. The 172 games planned will include the full sea-

son and 10 exhibitions and will be carried on a 14-station network in California and Nevada. KSFO said the remainder of the time available (three-eighths) will be sold this week.

Four sponsors share a rotation of the before and after game shows. They are Western Air Lines (BBDO), Kilpatrick Bakeries (J. Walter Thompson), Metropolitan Life Insurance Co. (Young & Rubicam) and Toyota dealers (Clinton E. Frank).

KTVU(TV) Oakland moves into its

ninth year of Giant telecasts and will air 17 regular-season away games and two exhibitions.

The station is not planning either a warmup or wrapup show, saying that regular programming provides a more effective lead in, eliminates tedium and makes it easier to sell sponsors. Russ Hodges, although retired from the Giants, is under contract to KTVU and will announce the games along with Lon Simmons who does the radio broadcasts with Bill Thompson.

## The Media

# A lurch toward tighter program control

## FCC proposes annual reports, ranking of stations, better crack at license renewals by citizen groups

The FCC has proposed a drastic revision of its license-renewal procedures, one that would institutionalize the role of citizen groups in the renewal process and involve the commission deeply in the delicate matter of programming.

The commission last week adopted a thick sheaf of notices of proposed rulemakings and inquiries that, in sum, are designed to promote "community feedback" and, in the case of commercial television, to enable the community groups as well as the commission to keep track of a station's programming.

All stations would be required to make announcements, at specified intervals throughout their license period, concerning their obligation to serve the public interest and inviting comment on their service. Television stations would also be required not only to complete a new renewal form calling for a more detailed breakdown of programming than is now required but to report on their programming annually.

In addition, the commission adopted a notice of inquiry aimed at providing—for television stations—a definition of "substantial service," as the term is used in the agency's Jan. 15, 1970, policy statement on comparative hearings involving renewal applicants (see details, page 30). The statement says the commission will favor the incumbent in such proceedings if he can demonstrate that he has provided "substantial service."

And in yet another related matter, the commission adopted its long-pending primer advising applicants as to what is expected of them in ascertaining community needs. The primer will be

used by both radio and television applicants, but the commission may yet exempt commercial-television renewal applicants from answering the ascertainment question.

In a notice of inquiry and proposed rulemaking looking to adoption of a new license-renewal form for commercial-television licensees (new forms for radio and educational stations will be considered later), the commission proposed to require the TV broadcasters to list "the most significant problems and needs" in their area in the preceding 12 months and to describe the programming that they carried to deal with those problems and needs. This report would be required annually, as well as every three years, in licensees' regular renewal applications.

So would a report on the amount of news, public affairs, "other" programming (exclusive of entertainment and sports) and local programming. The data would be required both in terms of totals and percentages of total station time for a composite week, and of prime time (6-11 p.m.). The present form does not require the same information for prime-time programming, but runs about three pages longer than would the proposed form of five pages.

One purpose of the annual statistics would be to provide the commission with criteria for determining which television renewal applicants need closer scrutiny. The commission says the statistics would provide a nationwide data base enabling it to rank stations "in each critical programming category."

The commission would group the stations before ranking them, and is

seeking comments on how they should be grouped—by market size, for instance, by revenues or by a combination of factors. It is also seeking comments on the level below which stations' renewal applications should be picked for referral to the commission for close scrutiny—for example, the lowest 10 percentile in each group.

The notice looking to a new renewal form listed three other reasons for requesting annual filings, which the Commission said, would not be evaluated yearly and would not constitute the initiation of an annual renewal process:

- To provide the commission with nationwide statistics on television programming which would be valuable in shaping new policies and in keeping the commission, Congress and "other interested persons" informed.

- To enable the commission to make a more complete evaluation of programming performance of a licensee during the past renewal period.

- If necessary, in a comparative hearing, to determine whether a renewal applicant had upgraded his programming in the final year of his license period. The 1970 policy statement asserts the commission will not consider upgraded programming in the third year in determining whether a renewal applicant has provided "substantial service."

The proposals are the product of work begun by the FCC staff last September after Dr. Barry Cole of the University of Indiana, who had spent the summer studying the commission's license-renewal procedures, delivered a sharp critique to the commission